Executive Education

Leadership of Urban Digital Innovation for Public Value

Two-day course for senior executives and professionals working on cities in public and private organisations

26-27 FEBRUARY 2024
UNIVERSITY OF CAMBRIDGE

APPLY NOW

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OVERVIEW

This flagship Executive Education course will provide new thinking and case-based learning on multidisciplinary leadership competencies for responsible digital innovation and public-value creation. The content of the Executive Education course is underpinned by the five-year-long Digital Cities for Change (DC2) research programme, particularly, its novel competency framework for fostering leadership, competency-building and responsible digital innovation in connected places and cities.

FACE-TO-FACE DELIVERY

The course will be delivered in person in the picturesque historic city of Cambridge, offering an immersive learning experience and networking opportunities. You will meet and interact with knowledgeable lecturers and peers while enjoying the city's stunning architecture, beautiful surroundings, and rich heritage. The residential delivery will enable you to fully focus on your learning objectives, networking, and knowledge sharing. You will experience close faculty and peer interaction by taking part in group exercises and discussions both in class and during breaks over lunch or other downtimes.

DATE & TIME
26-27 FEBRUARY 2024
FROM 9:00 AM TO 5:15 PM

COURSE FEE

£1,850 (including VAT). A discount of £400 is available for public sector organisations.

Lunch, tea and coffee will be provided but accommodation is not included.

For further information about accommodation contact us at csic-admin@eng.cam.ac.uk

WHO IS THIS COURSE FOR?

This Executive Education course is targeted at senior executives and professionals in leadership roles working in public and private organisations involved in the delivery of digital innovation projects with a focus on the urban built environment.

YOU WILL BENEFIT FROM:

- Digital Cities for Change research-based framework;
- In-person sessions;
- Informal conversations with senior executives;
- Peer-to-peer mentoring;
- Case-based workshops;
- World-leading academic insights from the University of Cambridge faculty.

KEY TAKE AWAYS:

- Discovering new ways of thinking to tackle cross-cutting urban challenges and improve outcomes for urban communities;
- Exploring new competencies, aimed at leading digitalisation and responsible innovation;
- Identifying changing roles and tasks required for successful digitalisation;
- Connecting with an interdisciplinary network of city professionals while facilitating knowledge sharing and support.

YOUR LEARNING JOURNEY
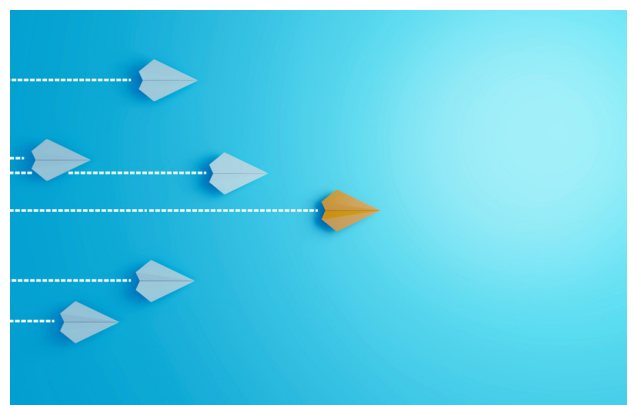
DAY 1

Part 1: Largescale digital innovations in the urban built environment: Concepts, global trends, and implications

Part 1 will introduce key concepts that will be discussed in detail in the remaining units and provide context for the following sessions.

The content will cover the different views on understanding smart city development as a dynamic change process.

International cases will be used to highlight examples of global trends in urban digitalisation initiatives and to show their far-reaching implications for the urban built environment.
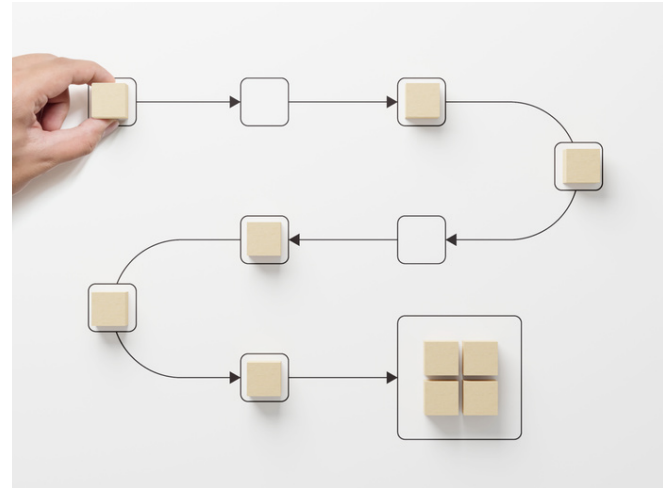
Part 2: Understanding urban digital innovation through the digital innovation process model

Part 2 will explore how digitalisation projects in the urban built environment can be understood and approached as a socio-technical dynamic process owing to their multi-faceted composition.

Our DC2 digital innovation process model will be used to deliver this understanding. The model will emphasise how the delivery of public value should be the starting point, from which a comprehensive socio-technical view of digitalisation initiatives can be realised.

You will have the opportunity to reflect on your own experience and that of your peers through case-study analysis in a project-based workshop.

Day 1 Project-based workshop:

Participants will examine different case studies to identify any gaps in the delivery of city-scale digital projects through the lens of the DC2 digital innovation process model.

Participants will have the opportunity to describe, based on their experiences, how they undertook relevant activities within the digital innovation process model, detailing successes, pitfalls, and what they found missing.

DAY 2

Part 3: How to lead responsible digital innovation in the urban built environment: Concepts and international cases

Building on the learning from day 1, Part 3 addresses the challenge of how to lead responsible digital innovation in the urban built environment.

It highlights how developing such leadership entails a comprehensive understanding of the digital and technical, governance and management, and ethical and responsible innovation dimensions of digital innovations.

This will be done by using international case studies that emphasise both desirable and undesirable outcomes to demonstrate how each dimension is effectively applied.

To complement the case study examples, participants will undertake a reflective exercise in which they are invited to discuss how these three dimensions could be applied to the cases analysed on day 1.

Part 4: The nexus of excellence: Place-based leadership competencies and roles

Part 4 highlights the centrality of the multi-disciplinary competencies needed to enable effective leadership in the delivery of digital innovations.

Building on the digital innovation process model, this session will deliver a high-level understanding of the novel DC2 Competency Framework, complemented with examples from research case studies that will help demonstrate its application.

This unit will equip participants with knowledge of the competencies needed by city managers and their digitalisation delivery partners, as well as the skills to evaluate organisational needs regarding new roles and competencies to be developed.

Day 2 Project-based workshop:

This workshop is designed to enable participants to harness their analytical skills to produce outputs with the potential to spur innovations in their organisations.

Participants will scrutinize their organisations as case studies, and identify missing competencies and roles needed for the successful delivery of digitalisation projects that are driven by ethical and responsible innovation principles for creating public value.

BY THE END OF THE COURSE, YOU WILL BE ABLE TO:

- Understand different types of digital innovations implemented to tackle urban challenges for public value creation, their implications for stakeholders and their potential (unintended) consequences;
- Identify and describe multidisciplinary competencies and roles required in your own organisation for leading the delivery of urban-scale digital innovation projects to create public value;
- Discuss and weigh the major challenges for stakeholder engagement focusing on social implications such as lack of representativeness, vulnerabilities and marginalisation, and openness and inclusion;
- Appraise processes followed in delivering digital innovation projects, identifying pitfalls, and propose steps for improved outcomes in the future;
- Explore strategies to create public value through responsible digital innovation, considering the social and technical dimensions of the urban built environment.

FACULTY AND SPEAKERS

Dr Jennifer Schooling OBE FICE
Director, Centre for Smart Infrastructure and Construction (CSIC) University of Cambridge.

Dr Li Wan
Associate Professor in Planning, Department of Land Economy, University of Cambridge.

Dr Kwadwo Oti-Sarpong
Senior Research and Teaching Associate, Cambridge Centre for Smart Infrastructure and Construction (CSIC), University of Cambridge.

Dr Viviana Bastidas
Research Associate, Cambridge Centre for Smart Infrastructure and Construction (CSIC), University of Cambridge.

CONTACT US:

For general enquiries about the course please email:
leadup-course-admin@eng.cam.ac.uk